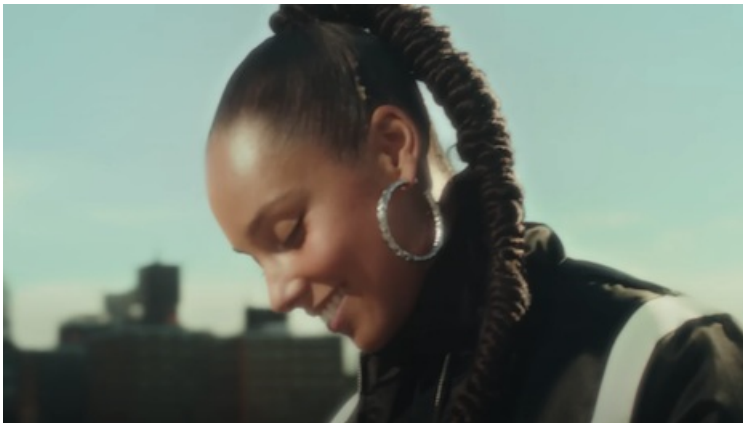


AUTOMOTIVE

Mercedes-Benz, Alicia Keys celebrate female musicians in collaborative project

May 26, 2022



Alicia Keys, She's Mercedes and nonprofit She Is The Music came together for the Keys to Success project. Image credit: Mercedes-Benz

By KATIE TAMOLA

German automaker Mercedes-Benz is furthering its work in promoting equality with a new short film starring Grammy Award-winning singer-songwriter Alicia Keys.

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The vignette follows as Ms. Keys, whom Mercedes-Benz expanded its relationship with last year ([see story](#)) invites 15 female musicians to remake songs from her new album, *Keys*. The inviting, emotional short film highlights the hard work of the female artists while highlighting the severe lack of representation that still exists and the great good that is done when people work towards equality.

"The EQS represents the bright future of luxury electric automobiles, and this film empowers women to help break into the male-dominated music industry," said Julie Blackley, communications manager at [iSeeCars](#), Boston.

Women working together

Ms. Keys, Mercedes-Benz's initiative She's Mercedes and nonprofit She Is The Music came together in presenting the Keys to Success project, an enterprise that illustrates how the success of one woman can aid in the success of others.

The documentary-style vignette begins with Ms. Keys entering a Mercedes-Benz EQS and driving, as her voiceover bellows an inspiring message.

Ms. Keys invites artists to rework tracks from her new album, Keys.

"When you feel that you can be who you want to be, to me that's power," she says as different photographs of her, smiling and with her arms outstretched, permeate.

The shot transitions to the 15 invited artists in the studio, with Ms. Keys explaining how she has taken four records from her new album and is inviting them to take them and create a totally different version.

"The music industry is missing diversity," a text overlay then reads across the screen.

After Ms. Keys notes in a voiceover that it takes a certain kind of confidence and strength to present one's authentic

self, the musicians are introduced. Photographs of them pop up on the screen and disparate voiceovers announce their different backgrounds and musical inspirations.

Participants hailed from around the world, including New York, Germany and Nigeria. B-roll and photos, both in black-and-white and in color, show the different musicians experimenting with their instruments and voices while working diligently in the studio.

As the footage continues, Ms. Keys explains how she enjoys seeing female producers like herself, and how there is a kind of sisterhood inherent in this work. She continues explaining how she values the relationship building she is witnessing, as well as the access to this work and the resources that these women are being provided.

Ms. Keys then steps inside a Mercedes-Benz.

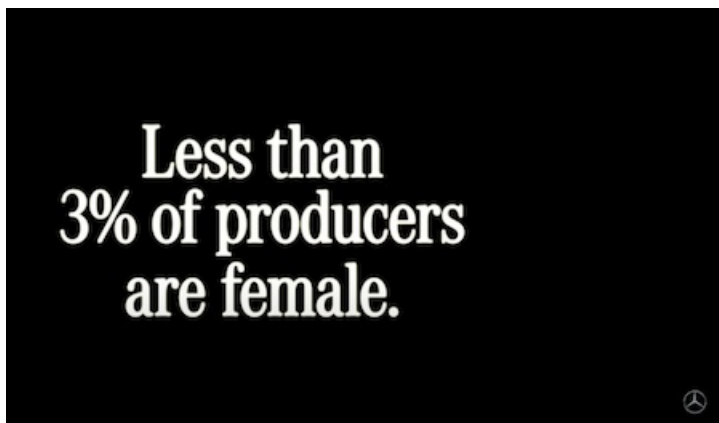
"That's the point of She Is The Music," she says from the vehicle. "It's about us all opening the door for each other and especially for women."

The vignette then shares some important statistics less than 22 percent of artists, 13 percent of songwriters and 3 percent of producers are female.

The participants then share their different experiences which all reflect a theme of comfort and unity. One explains how she has never been in a studio with only female producers until this experience, another says she cried when she went home because it felt so nice to fit in.

At the end of the vignette, the musicians play their creations inside a Mercedes and sing along and dance jubilantly.

The shot then cuts to Ms. Keys at a piano, explaining how her grandmother used to repeat an adage about time, which she now finally understands as an adult.



Additionally, less than 22 percent of artists and less than 13 percent of songwriters are female. Image credit: Mercedes-Benz

"When it's time, it's time," Ms. Keys says, as text overlay repeats the statement across the screen.

The time for more female representation is now, and Mercedes-Benz is one of several brands working to make the future a place based on equality.

Empowering women

Mercedes continues its work in empowering women, whether through delightful campaigns or spotlighting females in largely male-dominated spaces.

Last August, Mercedes-Benz contributed to the magic of happily ever after with its multichannel partnership with Amazon Prime Video's Cinderella.

The multi-faceted campaign celebrated inclusion, dreams and overcoming hardship, with a special focus on female empowerment. It spanned a television commercial, a livestream event and more exclusive online content, much of it highlighting the film's cast and crew ([see story](#)).

Also last summer, Mercedes-Benz praised the unexpected road taken in an AMG push.

In an episode of the automaker's film series, "AMG Uncovered," viewers met Debra Bennett, a woman who implemented a drastic change in her life through racing. The vignette illustrated what a Mercedes-AMG vehicle and racing have done for Ms. Bennett, the confidence and freedom it has gifted her, while reflecting the overall expressive ethos of the brand ([see story](#)).

This latest effort from the automaker further uplifts women.

"This film is effective in that it shines a spotlight on the lack of representation among women in the music industry," Ms. Blackley said. "It tells a powerful story while highlighting the impressive Mercedes-Benz EQS."

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